The South La Crosse Transportation Study
WisDOT 1644-08-00

Key Findings Summary

Methodology:

The St. Norbert College Survey Center located in De Pere, Wisconsin, conducted the South La Crosse Transportation Study commissioned by Short Elliott Hendrickson Inc. (SEH). The goal of the study was to gather information from residents of a catchment area within approximately one mile of the US 14/61/WIS 35 corridor regarding their opinions of highway usage, aesthetics, safety, traffic patterns, congestion, alternative routes and future development.

A total of 400 telephone interviews were completed between June 3 and June 23**,** 2004. Respondents were scientifically selected so that the survey would be representative of all drivers 16 years old and older who use the highways. The sample of random telephone numbers, obtained from Genesys Sampling Systems of Fort Washington, Pennsylvania, was selected from both listed and unlisted numbers. Respondents within each household were randomly selected using the Troldahl-Carter selection technique. Up to five attempts were made to contact a respondent at each household.

With a sample size of 400 we can be 95 percent sure that the sample percentage reported will not vary by more than +/- 5 percent from what would have been obtained by interviewing all persons 16 years old and older who reside in the survey's catchment area. The margin of error for smaller subgroups will be larger.

The reports contain percentages that are rounded up at the .5 level and down for levels below .5, thus leading to some overall percentages not equaling 100%. Decimal point reporting for percentages is not necessary because this level of precision does not significantly impact the percentage rates and can affect table and chart readability.

Modifications of the draft questionnaire, including additional questions, were made by The Survey Center in consultation with SEH. A pretest was conducted with approximately 20 adult residents of the catchment area. The final questionnaire was based on feedback from pretest respondents, interviewers and SEH.

What do the percentages represent?

Although 2000 census data is not reported by the survey catchment area, a reliable representation of the corridor's population was constructed for the overall driving population (persons 16 years old or older) of the area. Census data for the city of La Crosse, the villages of Coon Valley and Stoddard, and the township of Shelby supplied an excellent representation. These four communities represent 96% of the population surveyed with the remaining 4% scattered across various other communities.

Additionally, the UW-La Crosse student population was subtracted out of the census figures to further define the true population of the area surveyed. If this data remained in the census figures it would reveal a much higher percentage of the 16-to-24 age group, thus skewing the results. With this adjustment to the 2000 U.S. Census data, the bureau reported 34,002 people 16 years and older living in these four communities.

When using percentages from the US 14/61/WIS 35 corridor project, it is important to keep in mind what each percentage point actually represents in terms of the driving population in the area. One percentage point is approximately equal to at least 340 people 16 years old or older. For example, 16 percent of survey respondents said that noise along the highway corridor is a major problem. While this figure may seem low expressed as a percent, 16 percent of the 16 year old plus population for the year 2000 represents 5,440 persons.

Key Findings

The South La Crosse Transportation Study

1. The US 14/61/WIS 35 catchment area that was surveyed for the South La Crosse Transportation Study is comprised of slightly more females than males (53% to 47% respectively). The majority of respondents (60%) are middle to older aged (45 and older). Overall, the sample of the catchment area closely mirrors the demographic characteristics found in the 2000 U.S. Census for the city of La Crosse, the villages of Coon Valley and Stoddard and the township of Shelby.

2. Overall, respondents felt that US 14/61/WIS 35 presented minor problems regarding safety conditions, congestion, noise, access to roads and heavy truck usage. Although US 14/61/WIS 35 was considered problematic, most respondents indicated that these issues did not present a deterrent to using the corridor.

3. When traveling along the corridor, most respondents considered South Avenue/Mormon Coulee Road itself as their primary destination. Additionally, this road is frequently used during the week by most age groups.

4. Access roads had a mixed review on traffic flow. Most respondents said access roads had no affect or a negative affect. Respondents identified either 16th Street or Ward Avenue as being most problematic.

5. Corridor usage has increased over the past five years but the majority of respondents rarely or never use an alternative route.

6. In general, respondents felt that traffic congestion and speeding traffic constituted the main major problems with the corridor. Traffic traveling too slowly and the number of driveways, alleys and intersections with other roads were mostly considered “Not a Problem.”

7. Overall, street lighting was picked as the best aesthetic characteristic along the highway corridor while amenities such as bike racks, sidewalk conditions, etc. were considered the poorest aesthetic characteristic.

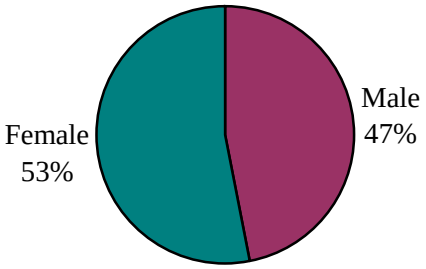
8. Respondents gave mixed reviews regarding recent land development along the highway corridor with almost one-third of them stating that land development had no influence on traffic.

9. Survey members selected pedestrian traffic as the most important alternative method of transportation along US 14/16/WIS 35. Taxi service was considered not important at all by a plurality of respondents. The condition of bike lanes/routes was chosen as the poorest alternative transportation issue closely followed by bike/pedestrian safety.

Demographics

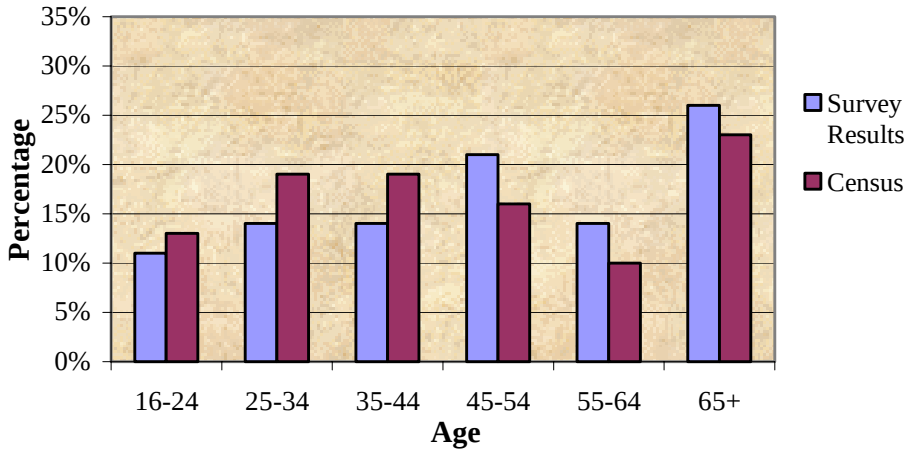
Key Finding #1 **The US 14/61/WIS 35 catchment area that was surveyed for the South La Crosse Transportation Study is comprised of slightly more females than males (53% to 47% respectively). The majority of respondents (60%) are middle to older aged (45 and older). Overall, the sample of the catchment area closely mirrors the demographic characteristics found in the 2000 U.S. Census for the city of La Crosse, the villages of Coon Valley and Stoddard and the township of Shelby. Please see Figure 1 below.**

Figure 1 - Respondent Gender



- Although slight variations in age percentages exist between survey respondents and the 2000 U.S. Census for the southern La Crosse catchment area, these percentage differences are within an acceptable range. Those age 45-54 and 65+ make up the highest number of respondents (21% and 26% respectively). Overall, the data from the surveyed population portrays a good representation and is statistically sound. Please see Figure 2 below.

Figure 2 - Age Distribution



- Community representation of the catchment area consisted of 80% La Crosse residents, 14% Shelby residents, and 6% other surrounding communities. Please see Table 1 below and Appendix VIII for a complete listing of other responses.

Table 1 – Residency Location

Location	Percent
La Crosse	80%
Shelby	14
Onalaska	<1
Stoddard	1
Genoa	<1
Coon Valley	1
Other	4

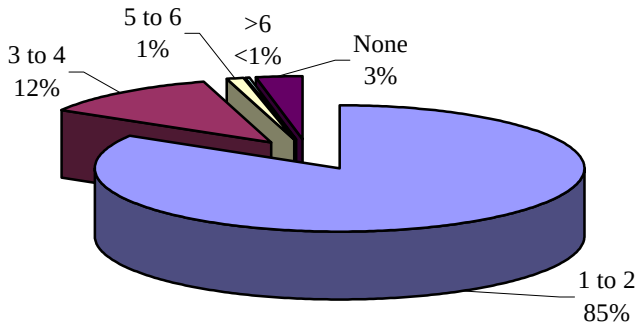
- Predictably, half of the respondents surveyed (50%) mentioned they worked in La Crosse while 7% indicated Onalaska, 3% Shelby, 1% Stoddard, 1% Westby and 6% other locations. A large percentage of respondents (33%) indicated they do not currently work. Please see Table 2 below and Appendix VII for a complete listing of other responses.

Table 2 – Work Location

Location	Percent
La Crosse	50%
Shelby	3
Onalaska	7
Stoddard	1
Westby	1
Other	6
Do not work	33

- Three percent (3%) of respondents stated no one in their household drives. However, a vast majority of respondents indicated that 1-2 people drove in their household (85%), followed by 12% indicating 3-4 people while the rest of the sampled population said that 5 or more drove. Please see Figure 3 below.

Figure 3 - Number of People Driving in Respondent's Household



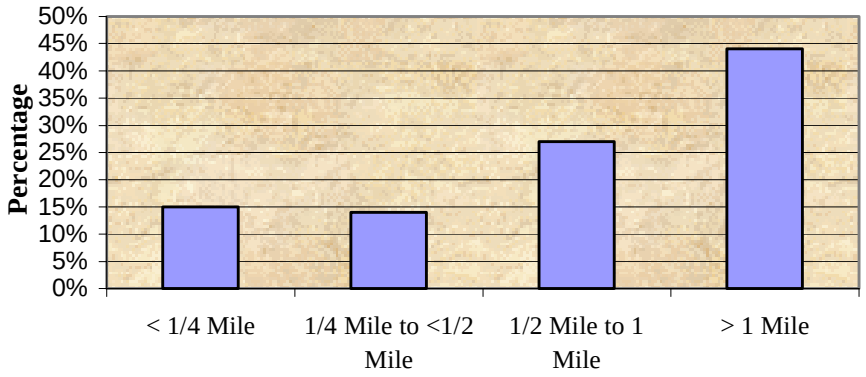
- An overwhelming 93% of survey participants indicated they primarily drive on South Avenue/Mormon Coulee Road, while 3% indicated bus/transit, 2% biking and 1% walking. Less than 1% each primarily used taxis or other means of transport (scooters). Please see Table 3 below, and Appendix I for a complete listing of other responses.

Table 3 – Primary Method of Traveling on South Avenue/Mormon Coulee Road

Method	Percent
Drive	93%
Bike	2
Walk	1
Bus/Transit	3
Taxi	<1
Other	<1

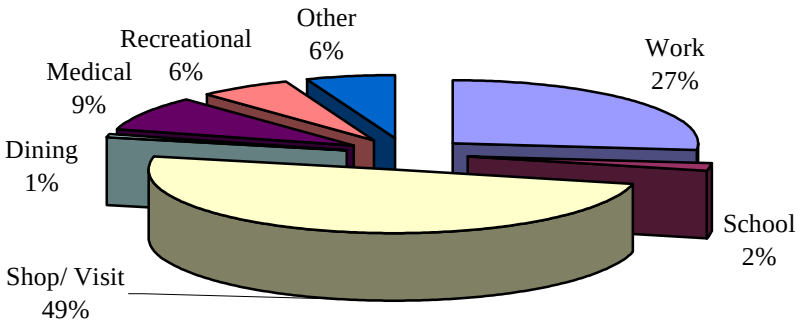
- Most survey members (44%) said they live greater than one mile from South Avenue/Mormon Coulee Road, while 27% stated they are ½ to 1 mile away, and 29% said they live within a ½ mile of the road. Please see Figure 4 below.

Figure 4 - Distance Residence is From South Avenue/Mormon Coulee Road



- Almost half the survey population (49%) said they use South Avenue/Mormon Coulee Road for shopping and visiting, while 27% said they use it primarily for work. Please see Figure 5 below.

Figure 5 - Primary Purpose for Using South Avenue/Mormon Coulee Road



Safety and Congestion Issues

Key Finding #2 **Overall, respondents felt that US 14/61/WIS 35 presented minor problems regarding safety conditions, congestion, noise, access to roads, and heavy truck usage. Although US 14/61/WIS 35 was considered problematic, most respondents indicated that these issues did not present a deterrent to using the corridor. Please see Table 4 and Figure 6 below.**

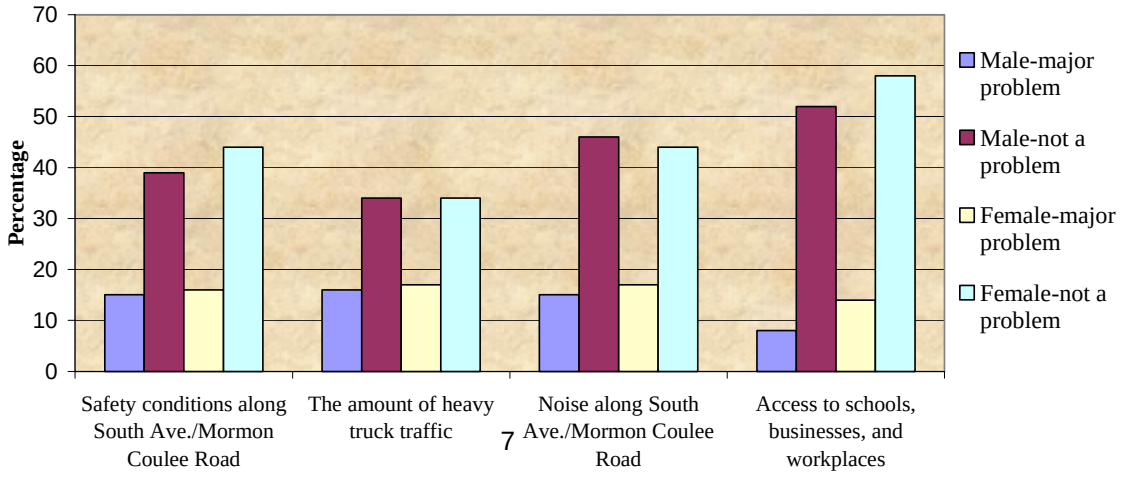
- Except for access to schools, businesses and workplaces, the majority of survey respondents considered safety conditions (58%), heavy truck traffic (63%) and noise levels (50%) as either a major or minor problem. Although problematic, most respondents considered these issues as minor. Moreover, a large percent of survey members thought these issues were "Not a Problem." Please See Table 4 below.

Table 4 – Safety and Congestion Issues Surrounding South Avenue/Mormon Coulee Road

Safety and Congestion Issues	Major Problem	Minor Problem	Not A Problem	Not Sure	Refused
Safety conditions along South Avenue/ Mormon Coulee Road	15%	43%	41%	1%	0%
The amount of heavy truck traffic	17	46	34	3	0
Noise along South Avenue/ Mormon Coulee Road	16	34	45	5	0
Access to schools, businesses and workplaces	11	33	55	2	0

- When reviewing responses by gender, there is little difference between men and women regarding safety issues as a major problem. Only 15% of male responders and 16% female responders considered "safety conditions" a major problem. Heavy truck traffic reflected the same response pattern, only 16% of males and 17% of females felt this issue was a major problem. Virtually the same percentages are witnessed when considering "noise" a major problem (15% male and 17% female). The one area of divergence between genders is "access to schools, businesses, etc.". Here, 14% of women felt this was a major problem while only 8% of men held a similar position. It should be noted that this variance in perception may be due to women assuming a larger role vis-à-vis school traffic. Please see Figure 6 below.

Figure 6 - Safety and Congestion Issues Surrounding South Avenue/Mormon Coulee Road by Gender



- There is no significant difference between males and females when viewing the "Not a Problem" category. Please see Figure 6 above.

- Only 7% of the youngest age cohort (16-24) felt that safety issues were a major problem compared to 18% each of those 55 to 64 and 65 and older. Overall, between 35 and 51 percent of all ages considered safety issues as "Not a Problem." A similar response pattern is seen regarding heavy truck traffic. Here, only 12% of the youngest age cohort along with those 35 to 44 considered it a major problem compared to 21% of the oldest age cohort. When reviewing noise and access issues, the views of age cohorts differ. The youngest (14%) and oldest (12%) age cohorts both show percentage agreements that noise is a major problem. Those aged 45-54 and 55-64 registered the highest major problem percentages (20% and 22%, respectively). Access problems show a trend that younger respondents consider this more of a major problem than their older counterparts. Overall, many respondents felt these issues were not a problem or a minor problem at best. Please see Table 5 below.

Table 5 – Safety and Congestion Issues Surrounding South Avenue/ Mormon Coulee Road by Age

Age	Major Problem	Minor Problem	Not A Problem	Don't Know
Safety conditions along South Avenue/Mormon Coulee Road				
16 to 24	7%	47%	47%	0%
25 to 34	16	49	35	0
35 to 44	14	47	40	0
45 to 54	16	48	36	1
55 to 64	18	31	51	0
65 and over	18	37	43	3
The amount of heavy truck traffic				
16 to 24	12%	65%	23%	0%
25 to 34	18	56	26	0
35 to 44	12	52	36	0
45 to 54	16	43	36	6
55 to 64	16	42	33	9
65 and over	21	35	41	3
Noise along South Avenue/Mormon Coulee Road				
16 to 24	14%	35%	51%	0%
25 to 34	18	47	33	2
35 to 44	12	38	43	7
45 to 54	20	35	41	5
55 to 64	22	31	42	6
65 and over	12	25	56	7
Access to schools, businesses, and workplaces				
16 to 24	12%	37%	49%	2%
25 to 34	18	37	46	0
35 to 44	14	26	57	3
45 to 54	8	36	53	2
55 to 64	13	27	60	0
65 and over	7	32	60	1

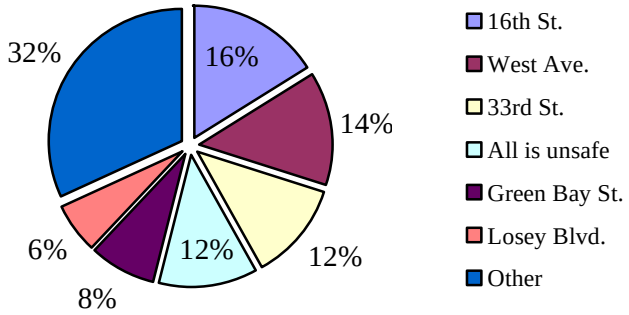
- In reviewing the number of drivers per household, little variation is seen regarding safety, congestion, noise and access issues. The number of drivers per household has little effect on response patterns. The great majority of all number of driver categories said that these issues were only a minor problem or not a problem at all. Overall, the number of drivers within a household had no significant impact on any of the analyses performed. Please see Table 6 below.

Table 6 – Safety and Congestion Issues Surrounding South Avenue/ Mormon Coulee Road by Number of People Driving in Household

Number of Drivers	Major Problem	Minor Problem	Not A Problem	Don't Know
Safety conditions along South Avenue/Mormon Coulee Road				
None	10%	50%	40%	0%
1 to 2	16	42	41	1
3 or more	10	45	45	0
The amount of heavy truck traffic				
None	0%	50%	40%	10%
1 to 2	18	44	35	3
3 or more	10	59	29	2
Noise along South Avenue/Mormon Coulee Road				
None	10%	40%	40%	10%
1 to 2	17	33	44	5
3 or more	8	37	55	0
Access to schools, businesses, and workplaces				
None	10%	30%	40%	20%
1 to 2	12	32	56	1
3 or more	8	39	51	2

- When respondents who felt safety was a major problem were asked to identify where safety is a problem along South Avenue/Mormon Coulee Road both 16th Street and West Avenue received the plurality of responses (16% and 14%, respectively). Thirty-Third Street (33rd) and the entire corridor of South Avenue/Mormon Coulee Road both recorded 12% each and another 8% considered Green Bay Street as a particular location where safety is a problem. Losey Boulevard garnered 6% of the responses. The remaining 32% consisted of twelve different problem areas averaging about 3% each. Please see Figure 7 below and Appendix V for a complete listing of responses.

Figure 7 - Particular Locations Where Safety is a Problem on South Avenue/Mormon Coulee Road

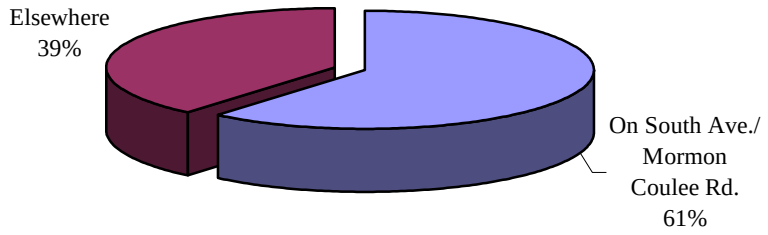


Traveling on South Avenue/Mormon Coulee Road

Key Finding #3 When traveling along the corridor, most respondents considered South Avenue/Mormon Coulee Road itself as their primary destination. Additionally, this road is frequently used during the week by most age groups.

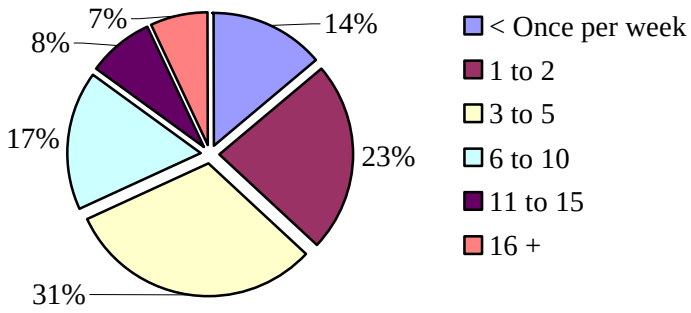
Almost two-thirds of respondents (61%) indicated that their destination when traveling on South Avenue/Mormon Coulee Road was actually on South Avenue/Mormon Coulee Road The remaining (39%) said they used South Avenue/Mormon Coulee Road to travel elsewhere. Please see Figure 8 below.

Figure 8 - Destination While Traveling on South Avenue/Mormon Coulee Road



- The plurality of survey members (32%) indicated they make six or more (6-10, 11-15, 16 plus) round trips per week on South Avenue/Mormon Coulee Road while nearly one-third of respondents (31%) averaged between three to five round trips per week. Fourteen percent (14%) said they make less than one round trip per week and 23% make a round trip one to two times during the week. Please see Figure 9 below.

Figure 9 - Number of Round Trips Per Week on South Avenue/Mormon Coulee Road



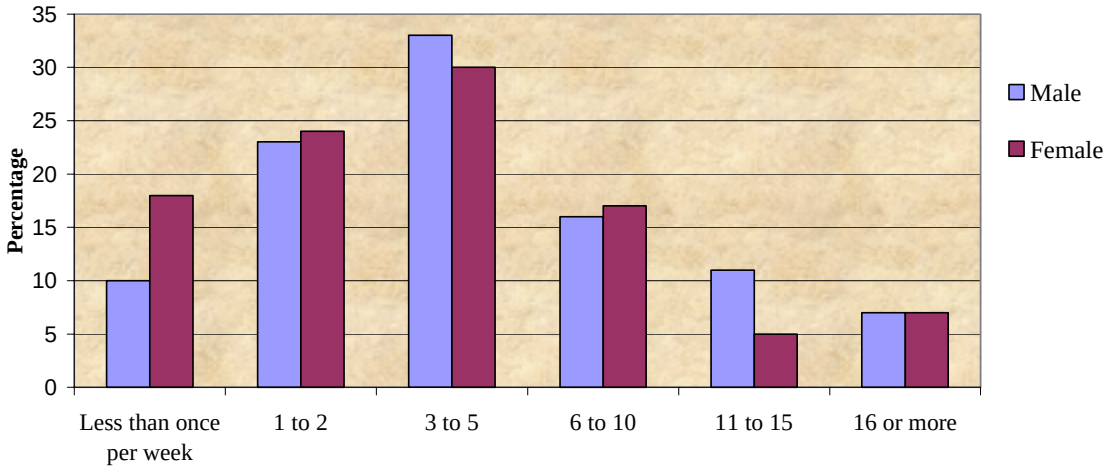
- Predictably, the heaviest users of the US 14/61/WIS 35 corridor are respondents in the middle age cohorts (25 to 64 years old). Here again, the majority of corridor users make between 1 and 10 round trips per week. Please see Table 7 below.

Table 7 – Number of Round Trips Per Week on South Avenue/ Mormon Coulee Road by Age

Age	Less than once per week	1 to 2	3 to 5	6 to 10	11 to 15	16 or more
16 to 24	9%	26%	30%	19%	9%	7%
25 to 34	14	18	28	18	9	14
35 to 44	14	28	21	19	7	11
45 to 54	16	21	31	14	10	8
55 to 64	15	24	30	20	9	2
65 and over	15	24	41	14	5	2

- Overall, the gender of the respondent shows little variation in total usage. Females tend to make more round trips per week if usage is two or less trips (42% female, 33% male) while male usage rates are higher when considering three or more round trips per week (67% to 59%). These results are typical when taking employment and other factors into consideration. Please see Figure 10 below.

Figure 10 - Number of Trips Per Week on South Avenue/ Mormon Coulee Road by Gender

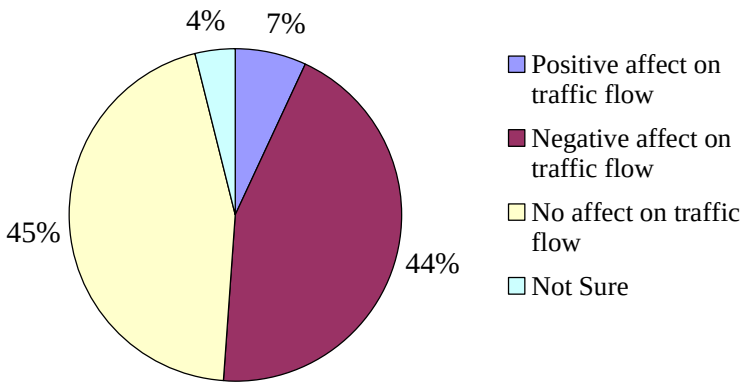


Access to South Avenue/Mormon Coulee Road

Key Finding #4 **Access roads had a mixed review on traffic flow. Most respondents said access roads had no affect or a negative affect. Respondents identified either 16th Street or Ward Avenue as being most problematic.**

- The plurality of respondents (45%) felt that vehicles turning into and out of driveways and side roads had no affect on traffic flow on the US 14/16/WIS 35 corridor. Fourty-four percent (44%) said side roads and driveways had a negative affect. Conversely, only 7% felt these turns has a positive affect on South Avenue/Mormon Coulee Road. Please see Figure 11 below.

Figure 11 - Vehicles Turning Into and Out of Driveways and Side Roads Have A...



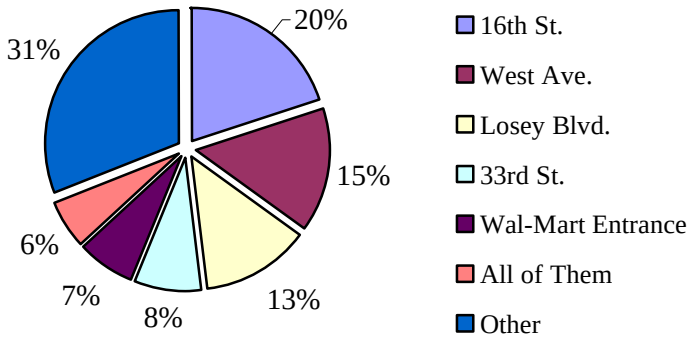
- Mirroring the overall percentages, the majority of all age cohorts felt driveway and side street turning had either "no affect" or a "negative affect" with traffic flow along the corridor. It is worth noting that those 65 years old or older somewhat felt that these types of turns had a positive affect on traffic flow at 12%. Please see Table 8 below.

Table 8 – Vehicles Turning Into and Out of Driveways and Side Roads Have A… by Age

Age	Positive affect on traffic flow	Negative affect on traffic flow	No affect on traffic flow	Not Sure
16 to 24	0%	58%	42%	0%
25 to 34	4	51	44	2
35 to 44	7	43	50	0
45 to 54	5	48	39	8
55 to 64	7	38	46	9
65 and over	12	34	51	4

- When survey members were asked which specific intersection along the corridor they felt was most problematic, 20% indicated 16th Street. West Avenue and Losey Boulevard received 15% and 13% respectively and 33rd Street collected 8% of the responses. Six percent (6%) indicated the Wal-Mart entrance and 6% mentioned that the entire corridor was problematic. The "Other" category consisted of 31% of the responses consisting of 22 locations averaging about 1% each. Please see Figure 12 below and Appendix III for a complete listing of responses.

Figure 12 - Specific Intersection or Driveway That is Most Problematic on South Avenue/Mormon Coulee Road

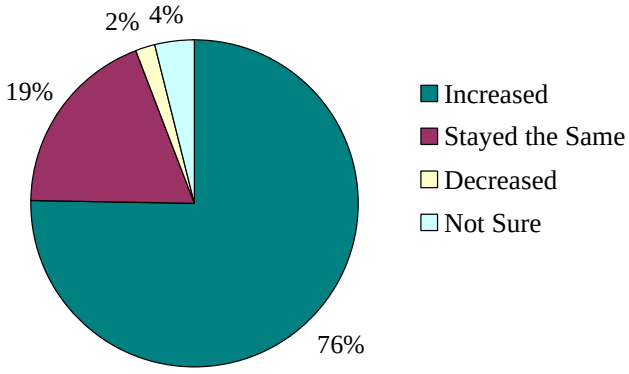


Congestion and Alternative Routes

Key Finding #5 Corridor usage has increased over the past five years but the majority of respondents rarely or never use an alternative route.

- Over 76% of sample members felt that traffic congestion had increased along the US 14/61/WIS 35 corridor in the last five years. Nineteen percent (19%) of those who participated in the survey mentioned that traffic has stayed the same and 2% said it had actually decreased during this period. Four percent (4%) were unsure at this time. Please see Figure 13 below.

Figure 13 - Level of Traffic Congestion Over Past 5 Years on South Avenue/Mormon Coulee Road



- When reviewing responses by age, it can be said that in general the older the respondent the more they feel traffic has increased over the last five years. Sixty-one percent of the youngest age cohort felt traffic had increased compared to 86% in the oldest cohort. Please see Table 9 below

Table 9 – Level of Traffic Congestion over the Last 5 Years on South Avenue/Mormon Coulee Road by Age

Age	Increased	Stayed the Same	Decreased	Not Sure
16 to 24	61%	30%	2%	7%
25 to 34	75	16	2	7
35 to 44	64	33	0	3
45 to 54	76	21	2	0
55 to 64	83	15	0	2
65 and over	86	8	2	4

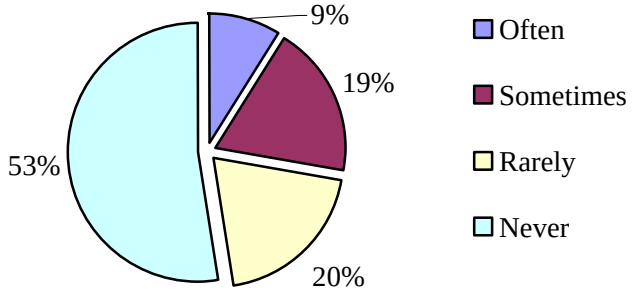
- Respondents indicated that traffic congestion along the corridor has increased over the past five years when traveling back and forth to their work locations. Those who work in Westby registered the lowest percentage increase (50%) while all other work locations received an increase percentage between 68% to 100%. It is noteworthy that even those in the sample that "Do Not Work" outside their home still feel the congestion along the corridor has increased by 85%. Overall it is reasonable to assume no matter where the workplace is all respondents have noticed a huge increase in traffic congestion. Work places located in Stoddard, Shelby and La Crosse saw the highest traffic congestion increases. Please see Table 10 below.

Table 10 – Level of Traffic Congestion over the Last 5 Years on South Avenue/Mormon Coulee Road by Work Location

Work Location	(n)	Increased	Stayed the Same	Decreased	Not Sure
La Crosse	200	72%	24%	2%	3%
Shelby	12	92	8	0	0
Onalaska	29	69	24	3	3
Stoddard	2	100	0	0	0
Westby	2	50	50	0	0
Other	23	68	32	0	0
Do not work	132	85	9	1	5

- Although the majority of all respondents indicated that traffic congestion had increased over the last five years, most never (53%) or rarely (20%) use an alternative route. Conversely, a total of 28% said they often or sometimes intentionally choose an alternative route to avoid using the US 14/61/WIS 35 corridor. Please see Figure 14 below.

Figure 14 - How Frequently Do You Intentionally Avoid Using South Avenue/Mormon Coulee Road Because of Congestion?



- Some variation is witnessed across age groups regarding intentionally using alternative routes to bypass the corridor. Together, between 22% and 39% of all age groups often or sometimes use another route than the corridor. Here, the younger age cohorts tend to intentionally avoid using the highway corridor more than their older counterparts. When combining the often and sometimes categories; 33% of those 16-24, 39% aged 25-34 and 29% aged 35 to 44 intentionally avoid using the South Avenue/Mormon Coulee route. On the other hand, 27% of those aged 45-54, 22% aged 55-64 and 24% aged 65 and over said they use an alternative route. Please see Table 11 below

Table 11 – How Frequently Do You Intentionally Avoid Using South Avenue/Mormon Coulee Road Because of Congestion by Age

Age	Often	Sometimes	Rarely	Never
16 to 24	7%	26%	26%	42%
25 to 34	9	30	20	41
35 to 44	10	19	24	47
45 to 54	10	17	14	60
55 to 64	11	11	15	64
65 and over	9	15	22	55

- The location of a respondent's work place indicated that those working in La Crosse most often intentionally avoid South Avenue/Mormon Coulee Road, while those who have their work sites in Stoddard and Westby avoid the corridor least often. Please see Table 12 below.

Table 12 – How Frequently Do You Intentionally Avoid Using South Avenue/Mormon Coulee Road Because of Congestion by Work Location

Work Location	(n)	Often	Sometimes	Rarely	Never
La Crosse	200	11%	21%	21%	47%
Shelby	12	8	25	17	50
Onalaska	29	3	28	21	48
Stoddard	2	0	0	0	100
Westby	2	0	50	0	50
Other	23	13	9	17	61
Do not work	132	8	15	18	60

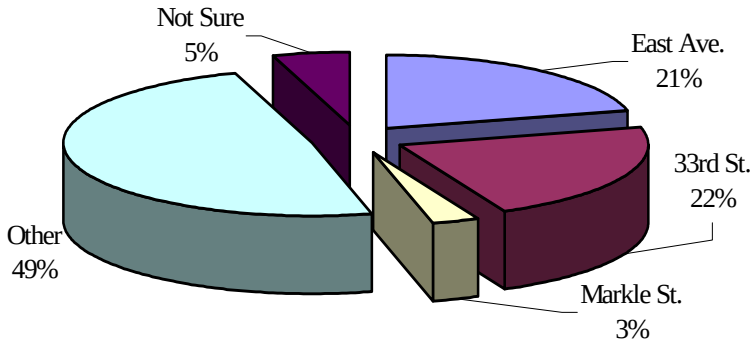
- Those who reside in La Crosse make up most of the sample surveyed (80%). Although only 9% indicated that they often choose an alternative route to the corridor this percentage corresponds to 29 people – more than all other categories combined (n=6). It is apparent that sample members who either reside or work in La Crosse will more often intentially choose alternatives than use US 14/61/WIS 35. Please see Table 13 below.

Table 13 – How Frequently Do You Intentionally Avoid Using South Avenue/Mormon Coulee Road Because of Congestion by Residency

Residency	(n)	Often	Sometimes	Rarely	Never
La Crosse	320	9%	17%	20%	54%
Shelby	56	9	25	18	48
Onalaska	1	0	0	100	0
Stoddard	4	0	50	0	50
Genoa	1	0	100	0	0
Coon Valley	2	50	0	50	0
Other	14	14	21	14	50

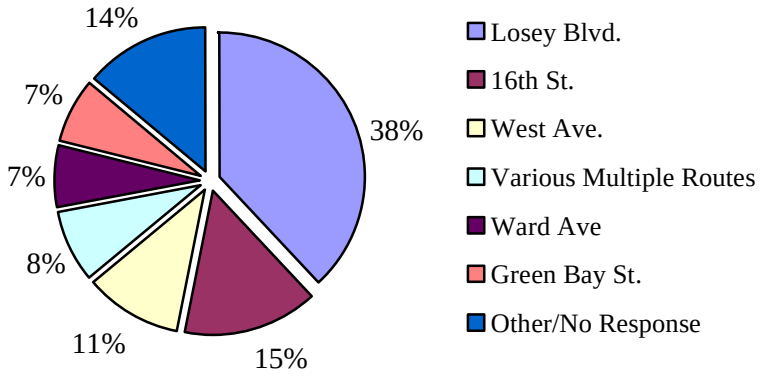
- Besides choosing "Other," the preferred route respondents selected when avoiding US14/61/WIS 35 is 33rd Street at 22% (42 people). Please see Figure 15 below.

Figure 15 - Routes People Take to Avoid Using South Avenue/Mormon Coulee Road



- When reviewing the "Other" category that comprises 49% of the responses to the above question, respondents indicated Losey Boulevard as the route they use most to avoid the South Avenue/Mormon Coulee corridor with a plurality of 38%. This route is by far the most often used of all selections. Sixteenth Street was mentioned by 15% of respondents and West Avenue collected 11%. Various multiple routes gathered 8% of responses while Ward Avenue and Green Bay Street each received 7% from sample members. The remaining 14% spread their responses over eight different routes with a mean of less than 1% each. Please see Figure 16 below and Appendix IV for a complete listing of responses.

Figure 16 - Other Routes You Take to Avoid Using South Avenue/Mormon Coulee Road

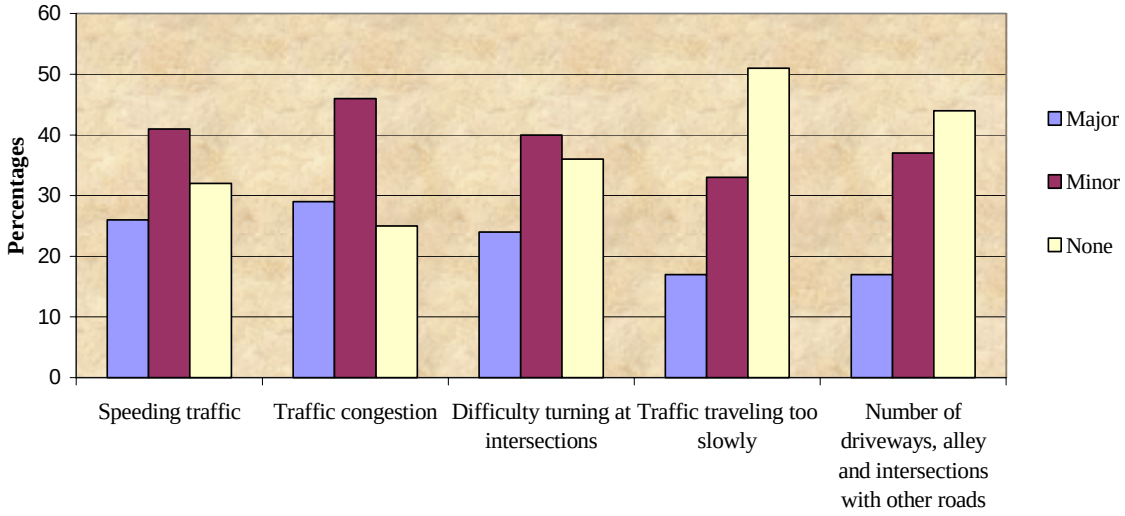


Problems on South Avenue/Mormon Coulee Road

Key Finding #6 **In general, respondents felt that traffic congestion and speeding traffic constituted the main major problems with the corridor. Traffic traveling too slowly and the number of driveways, alleys and intersections with other roads were mostly considered "Not a Problem."**

- When sample members were asked to rank a number of categories as either a major, minor or not a problem most thought (29%) "traffic congestion" was the principal major problem followed closely by speeding at 26%. "Traffic traveling too slowly" and "number of driveways, alleys, and intersections with other roads" were considered the least major problems at 17% each. Traffic congestion was also considered the main minor problem (46%) while traffic traveling too slowly was selected as the smallest minor problem (33%). Conversely, traffic going too slowly was selected as the area most respondents felt there wasn't a problem at all (51%) compared to only 25% that considered traffic congestion as not being a problem. Please see Figure 17 below.

Figure 17 - Possible Problematic Issues Concerning South Avenue/Mormon Coulee Road



- The corridor sample that resided less than one-fourth mile from South Avenue/Mormon Coulee Road considered “traffic congestion” as most problematic (34%) and traveling too slowly the least (16%). Those living between one-fourth and one-half mile from the corridor felt that speeding traffic was the biggest problem at 31% and those residing between one-half and one mile selected both traffic congestion and difficulty turning at intersections (27% each) as their principal concern. Residents living more than a mile picked traffic congestion (29%) as their area of most concern. Overall, both slow traffic and the number of driveways, etc. were consider by most as the largest non-problem for the sample. Please see Table 14 below.

Table 14 – Possible Problematic Issues Concerning South Avenue/Mormon Coulee Road by Distance Residing from South Avenue/Mormon Coulee Road

Distance	Major Problem	Minor Problem	Not A Problem	Don’t Know
Speeding traffic				
<¼ mile	26%	45%	29%	0%
¼ mile to <½ mile	31	40	29	0
½ mile to 1 mile	26	40	33	1
>1 mile	25	42	33	1
Traffic congestion				
<¼ mile	34%	42%	24%	0%
¼ mile to <½ mile	26	51	24	0
½ mile to 1 mile	27	50	23	0
>1 mile	29	45	26	0
Difficulty turning at intersections				
<¼ mile	18%	47%	36%	0%
¼ mile to <½ mile	26	36	38	0
½ mile to 1 mile	27	39	32	2
>1 mile	23	39	37	1
Traffic traveling too slowly				
<¼ mile	16%	37%	47%	0%
¼ mile to <½ mile	18	27	55	0
½ mile to 1 mile	15	32	53	0
>1 mile	17	34	49	0
Number of driveways, alleys, and intersections with other roads				
<¼ mile	19%	39%	42%	0%
¼ mile to <½ mile	16	29	53	2
½ mile to 1 mile	15	43	39	3
>1 mile	17	35	45	2

- Overall, when considering the respondents’ workplace, most felt that all categories asked were only a minor problem. When taking the number of respondents in each locale, there is no significant difference across sites. Again, traffic congestion seems to be most problematic and slow traffic as the least or not a problem at all. Please see Table 15 below.

Table 15 – Possible Problematic Issues Concerning South Avenue/ Mormon Coulee Road by Location of Work Place

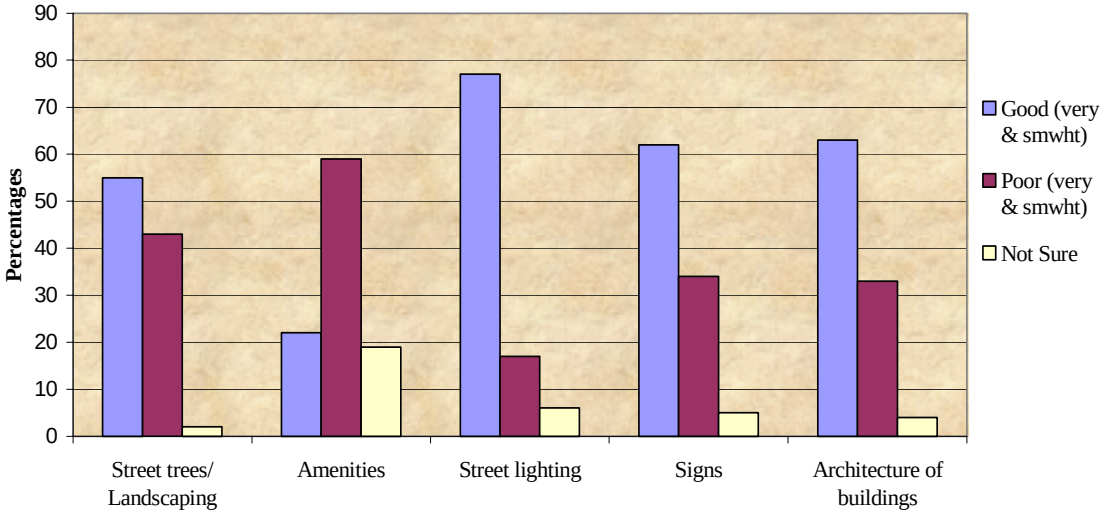
Work Location	Major Problem	Minor Problem	Not A Problem	Don't Know
Speeding traffic				
La Crosse	28%	45%	28%	1%
Shelby	33	33	33	0
Onalaska	17	52	31	0
Stoddard	50	50	0	0
Westby	50	0	50	0
Other	26	22	48	4
Do not work	25	39	36	1
Traffic congestion				
La Crosse	30%	50%	21%	0%
Shelby	25	58	17	0
Onalaska	31	45	24	0
Stoddard	50	50	0	0
Westby	50	0	50	0
Other	46	23	32	0
Do not work	24	45	31	0
Difficulty turning at intersections				
La Crosse	27%	40%	33%	1%
Shelby	50	17	33	0
Onalaska	28	52	21	0
Stoddard	50	0	50	0
Westby	50	0	50	0
Other	17	35	48	0
Do not work	15	41	42	2
Traffic traveling too slowly				
La Crosse	23%	33%	44%	0%
Shelby	25	33	42	0
Onalaska	28	45	28	0
Stoddard	50	50	0	0
Westby	0	100	0	0
Other	4	52	44	0
Do not work	6	24	70	0
Number of driveways, alleys, and intersections with other roads				
La Crosse	19%	39%	40%	3%
Shelby	17	42	42	0
Onalaska	24	52	21	3
Stoddard	0	50	50	0
Westby	0	50	50	0
Other	17	48	35	0
Do not work	14	28	57	2

Aesthetics of South Avenue/Mormon Coulee Road

Key Finding #7 Overall, street lighting was picked as the best aesthetic characteristic along the corridor while amenities such as bike racks, sidewalk conditions, etc. were considered the poorest aesthetic characteristic.

- Street lighting registered (77%) as best of all aesthetic qualities of the corridor when combining the very good and somewhat good ratings. Amenities (benches, bike rakes, etc.) on the other hand were considered the poorest at 59%. Moreover, amenities received the most "Not Sure" ratings of all categories with 19%. Please see Figure 18 below.

Figure 18 - Ratings of Aesthetic Characteristics on South Avenue/Mormon Coulee Road



- Although all respondents felt that street lighting was very good or somewhat good no matter how far they lived from South Avenue/Mormon Coulee Road those closest to the corridor (less than one-quarter mile and between one-quarter to one-half a mile) gave the highest overall marks at 81% and 82% respectively. Amenities were considered the poorest aesthetic characteristic by all respondents and were also given the highest percentages of "Don't Knows." Please see Table 16 below.

Table 16 – Ratings of Aesthetic Characteristics on South Avenue/Mormon Coulee Road by Distance of Residence from Road

Distance	Good (very & smwt)	Poor (very & smwt)	Don't Know
Street trees/landscaping			
<¼ mile	56%	44%	0%
¼ mile to <½ mile	53	47	0
½ mile to 1 mile	54	45	1
>1 mile	56	41	3
Amenities (benches, bike racks, etc.)			
<¼ mile	33%	55%	13%
¼ mile to <½ mile	15	62	24
½ mile to 1 mile	17	54	30
>1 mile	23	63	14

Street lighting			
<¼ mile	81%	18%	2%
¼ mile to <½ mile	82	13	6
½ mile to 1 mile	75	18	8
>1 mile	76	17	8
Signs (commercial, billboards, park signs, etc.)			
<¼ mile	64%	32%	3%
¼ mile to <½ mile	65	31	4
½ mile to 1 mile	55	40	5
>1 mile	63	31	6
Architecture of buildings on corridor			
<¼ mile	68%	32%	0%
¼ mile to <½ mile	66	33	2
½ mile to 1 mile	64	30	7
>1 mile	60	36	4

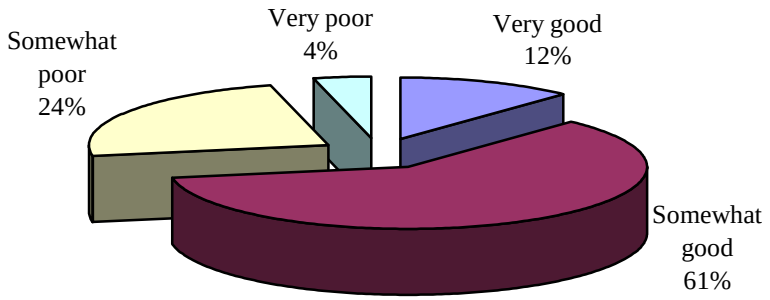
- Gender differences can be seen when reviewing the aesthetic qualities of the corridor. For amenities we find that although both men and women consider them poor, men registered a 55% poor rating vs. women at 63%. Architecture was another area of divergence. More men than women (37% and 30% respectively) considered the architecture of the buildings along the corridor as poor. No significant variances are witnessed across the other categories. Please see Table 17 below.

Table 17 – Ratings of Aesthetic Characteristics on South Avenue/Mormon Coulee Road by Gender

Gender	Good (very & smwt)	Poor (very & smwt)	Don't Know
Street trees/landscaping			
Male	55%	44%	1%
Female	55	43	2
Amenities (benches, bike racks, etc.)			
Male	28%	55%	18%
Female	17	63	20
Street lighting			
Male	80%	17%	4%
Female	75	16	8
Signs (commercial, billboards, park signs, etc.)			
Male	63%	34%	4%
Female	60	34	6
Architecture of buildings on corridor			
Male	59%	37%	4%
Female	66	30	4

- When respondents were asked to give their overall rating regarding the visual appearance of South Avenue/Mormon Coulee Road, the majority gave it a somewhat good rating at 61%. When combining somewhat good and very good answers approximately 73% of the sample population gave an overall good rating. Please see Figure 19 below.

Figure 19 - Overall Rating of the Visual Appearance of South Ave./Mormon Coulee Rd.



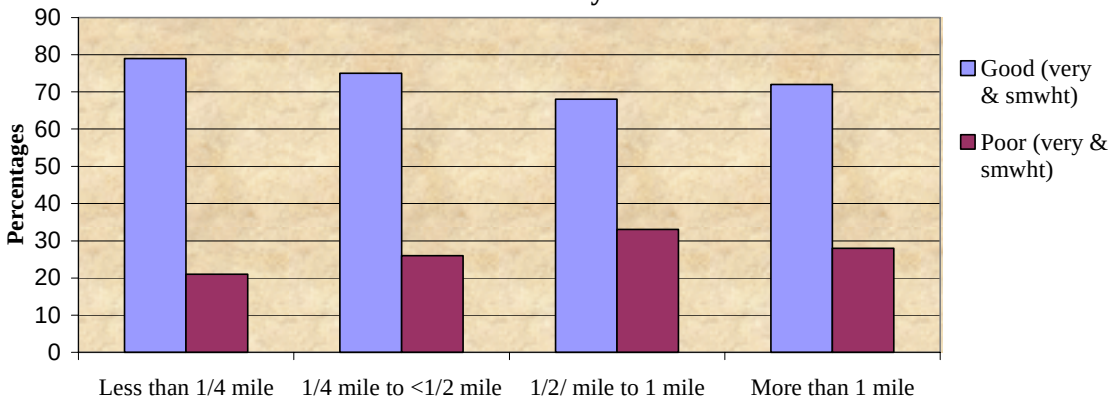
- Respondents who walk or take public transport gave the best overall ratings at 100% and 85% respectively when merging good and somewhat good responses. Overall, bikers (33%) and drivers (29%) were least pleased with the visual appearance of the highway. Please see Table 18 below.

Table 18 – Overall Rating of the Visual Appearance of South Avenue/Mormon Coulee Road by Primary Method of Traveling along South Avenue/Mormon Coulee Road

Method	(n)	Very good	Somewh at good	Somewhat poor	Very poor
Drive	370	11%	61%	25%	4%
Bike	9	11	56	11	22
Walk	5	0	100	0	0
Bus/Transit	13	31	54	8	8
Taxi	1	0	0	0	100
Other	1	0	100	0	0

- Overall, no matter how far someone lives from the corridor, all feel that the visual appearance of US14/61/WIS 35 is good or somewhat good. Of the poor markings those living between one-half to one mile away from the highway gave the most poor visual appearance ratings at 33%. Please see Figure 20 below.

Figure 20 - Overall Rating of the Visual Appearance of South Avenue/Mormon Coulee Road by Distance Lived from Road



- When reviewing the visual appearance of the corridor against the primary purpose of using the highway, very little difference is seen. Diners at 40% give the lowest rating for all categories while recreational users give the highest (80%). Please see Table 19 below.

Table 19 – Overall rating of the Visual Appearance of South Avenue/Mormon Coulee Road by Primary Purpose You Use South Avenue/Mormon Coulee Road

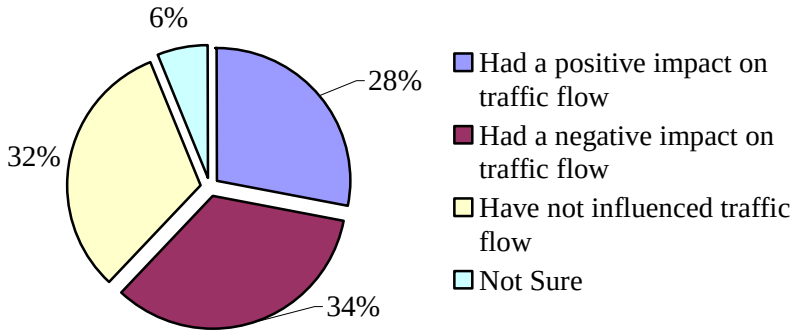
Purpose	(n)	Very good	Somewhat good	Somewhat poor	Very poor
Work	106	10%	57%	29%	4%
School	8	0	63	38	0
Shop/visit	201	13	61	21	4
Dining	5	20	40	20	20
Medical	33	12	58	27	3
Recreation	24	13	67	8	13
Other	22	0	77	23	0

Land Development Patterns

Key Finding #8 Respondents gave mixed reviews regarding recent land development along the highway corridor with almost one-third of them stating that land development had no influence on traffic.

- Thirty-four percent (34%) of sample members feel that recent land development patterns have had a negative impact on traffic flow while 28% feel that it has had a positive impact. Almost one-third indicated that recent land development has had no influence on traffic. Please see Figure 21 below.

Figure 21 - Recent Land Development Patterns Along South Ave./Mormon Coulee Road Have...



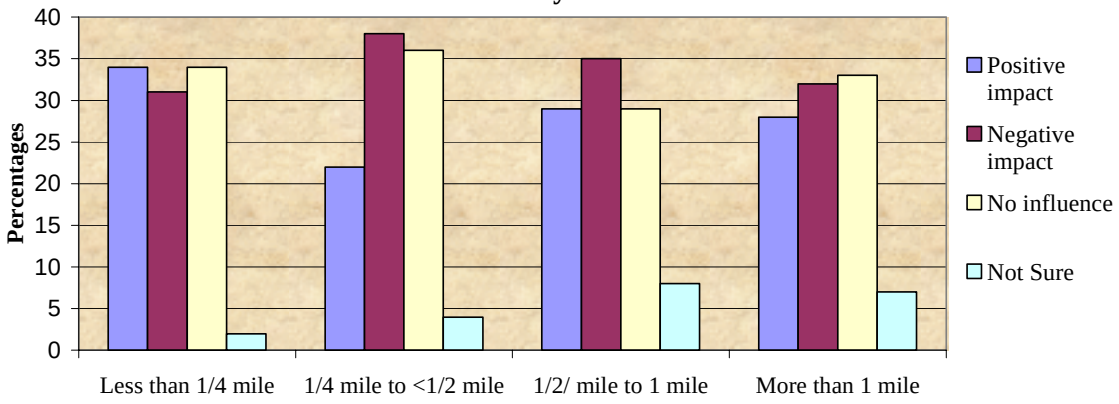
- Very little divergence is witnessed across age lines. Between 21% (aged 35-44) and 35% (aged 45-64) of all ages feel that recent land development has had a positive effect on traffic flow. Those who felt recent land developments had a negative impact ranged between 26% (55 to 64) and 41% (65 and over). The percent of "No Influence" responses reveal a similar response pattern (27% to 37%). Please see Table 20 below.

Table 20 – Recent Land Development Patterns Along South Avenue/Mormon Coulee Road Have… by Age

Age	Had a positive impact on traffic flow	Had a negative impact on traffic flow	Have not influenced traffic flow	Not Sure
16 to 24	30%	28%	33%	9%
25 to 34	25	30	37	9
35 to 44	21	40	35	5
45 to 54	35	32	31	2
55 to 64	35	26	36	4
65 and over	25	41	27	8

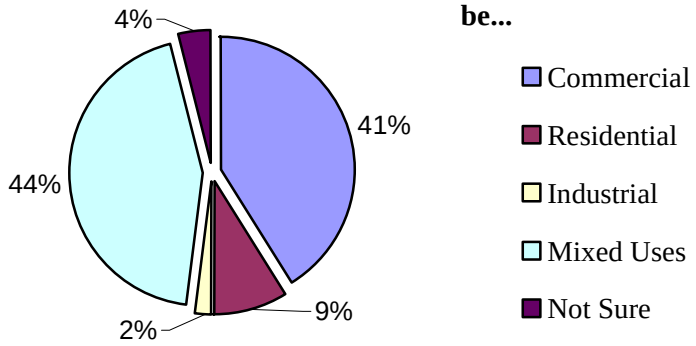
- Respondents living closest to the corridor (less than one-quarter mile) gave recent land development patterns the highest positive impact rating on traffic flow at 34% while those living one-quarter to one-half mile from the highway gave the highest negative reading at 38%. Please see Figure 22 below.

Figure 22 - Recent Land Development Patterns Along South Avenue/ Mormon Coulee Road Have… by Distance Lived from Road



- When respondents were asked what they felt should be the dominant future land development along the corridor, responses were almost evenly divided between mixed use (44%) and commercial (41%). Together, residential and industrial use only garnered 11% of the responses. Please see Figure 23 below.

Figure 23 - Dominant Future Land Development Along South Avenue/Mormon Coulee Road Should be...



- Even though some variance is witnessed across age groups, the majority in all age cohorts feel that commercial and mixed use is best suited for future land development. Please see Table 21 below.

Table 21 – Dominant Future Land Development Patterns Along South Avenue/Mormon Coulee Road Should be… by Age

Age	Commercial	Residential	Industrial	Mixed Uses	Not Sure
16 to 24	44%	8%	0%	48%	0%
25 to 34	39	10	0	48	3
35 to 44	26	14	0	54	6
45 to 54	46	6	2	44	4
55 to 64	30	12	0	52	6
65 and over	52	8	5	32	5

- The respondent's distance from the US 14/61/WIS 35 corridor shows approximately the same percentages as other groups regarding future land development. No matter what demographic is used, the prevailing opinion is future development should be restricted to commercial and mixed use. Please see Table 22 below.

Table 22 – Dominant Future Land Development Patterns Along South Avenue/Mormon Coulee Road Should be… by Distance Lived from Road

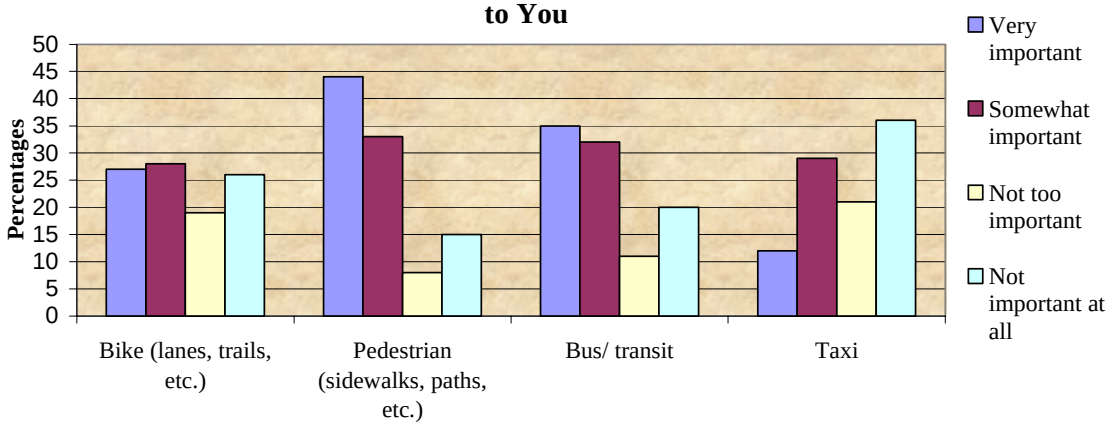
Distance	Commercial	Residential	Industrial	Mixed Uses	Not Sure
<¼ mile	48%	5%	3%	38%	8%
¼ mile to <½ mile	42	9	3	46	0
½ mile to 1 mile	44	14	2	36	5
>1 mile	37	7	1	51	4

Alternative Means of Transportation

Key Finding #9 **Survey members selected pedestrian traffic as the most important alternative method of transportation along US 14/16/WIS 35. Taxi service was considered not important at all by a plurality of respondents. The condition of bike lanes/routes was chosen as the poorest alternative transportation issue closely followed by bike/pedestrian safety.**

- Pedestrian traffic is considered the most important alternative method of transportation garnering 44% of responses. Taxi service captured the "Not too Important" alternative means with 36% of the tally. The "Not too Important" selection received between 8% (pedestrian) and 21% (taxi service). Please see Figure 24 below.

Figure 24 - Importance of Each Alternative Method of Transportation to You



- Overall, the 25 to 34 age cohort considered biking as most important when collapsing the very and somewhat important categories while the plurality of responses by all age groups fell into the somewhat important category. This breakdown is similar to pedestrian traffic. Here, those aged 25-34 and 35-44 both received an 84% importance rating, the youngest age group registered an overall 82% importance rating and the remaining groups spread their rating between 65% to 80%. Those 65 plus gave the lowest combined rating at 65%. Similar ratings can be seen when reviewing the bus alternative method of travel while the majority of all groups gave taxi service an overall rating of "Not too Important." Please see Table 23 below.

Table 23 – Importance of Each Alternative Method of Transportation to You by Age

Age	Very Important	Somewhat Important	Not too Important	Not Important at all	Don't Know
Bike (lanes, trails, etc.)					
16 to 24	26%	40%	19%	16%	0%
25 to 34	39	25	16	21	0
35 to 44	33	26	23	18	0
45 to 54	32	31	14	23	0
55 to 64	27	31	20	22	0
65+	14	23	21	43	0
Pedestrian (sidewalks, paths, etc.)					
16 to 24	49%	33%	12%	7%	0%
25 to 34	49	35	9	7	0
35 to 44	53	31	2	14	0
45 to 54	51	29	6	14	0
55 to 64	55	22	11	13	0
65+	23	42	11	25	0
Bus/transit					
16 to 24	26%	47%	16%	12%	0%
25 to 34	46	21	11	21	2
35 to 44	41	29	14	14	2
45 to 54	38	27	10	24	1

55 to 64	35	33	9	22	2
65+	28	38	9	24	2
Taxi					
16 to 24	9%	33%	37%	21%	0%
25 to 34	12	28	12	44	4
35 to 44	9	35	24	31	2
45 to 54	19	23	16	42	1
55 to 64	7	29	22	38	4
65+	11	30	19	33	7

- Survey members gave the plurality of responses for sidewalk conditions to the good category at 41%. Bike lanes/routes received a plurality of 45% for the poor category. A 36% plurality for bike/pedestrian safety also went to "poor" and bus stops and curb ramps/crosswalks both received a plurality as good (45% and 47%, respectively). Please see Table 24 below.

Table 24 – Ratings for Various Issues Surrounding South Avenue/Mormon Coulee Road

Issues	Excellent	Good	Fair	Poor	Don't Know	Refused/NA
Sidewalk conditions	8%	41%	28%	11%	10%	3%
Bike lanes/routes	2	15	14	45	21	3
Bike/pedestrian safety	3	29	25	36	6	2
Bus stops	6	45	19	8	20	2
Curb ramps/ crosswalks	8	47	21	12	11	2

- When various issues surrounding South Avenue/Mormon Coulee Road were viewed by age, most age groups considered bike lanes/routes as poor. This is true especially among those under 65. A similar breakdown is seen for bike/pedestrian safety. All age cohorts graded sidewalk conditions, bus stops and curb ramps/crosswalks as either good or fair. Please see Table 25 below.

Table 25 – Ratings for Various Issues Surrounding South Avenue/Mormon Coulee Road by Age

Age	Excellent	Good	Fair	Poor	Don't Know	Refused/NA
Sidewalk conditions						
16 to 24	7%	37%	42%	9%	5%	0%
25 to 34	4	40	40	11	5	0
35 to 44	9	45	31	12	3	0
45 to 54	7	45	21	14	10	2
55 to 64	11	36	27	11	9	6
65+	9	39	18	9	19	7
Bike lanes/routes						
16 to 24	0%	19%	21%	47%	14%	0%
25 to 34	2	16	19	53	11	0
35 to 44	0	17	17	48	17	0

45 to 54	2	14	6	58	17	2
55 to 64	6	6	9	47	26	7
65+	3	16	17	26	33	6
Bike/pedestrian safety						
16 to 24	2%	30%	35%	26%	7%	0%
25 to 34	2	25	33	39	2	0
35 to 44	3	28	28	41	0	0
45 to 54	4	23	24	46	2	1
55 to 64	7	22	20	42	6	4
65+	2	40	19	22	13	4
Bus stops						
16 to 24	5%	40%	30%	14%	12%	0%
25 to 34	5	44	19	7	25	0
35 to 44	5	45	21	10	19	0
45 to 54	5	42	21	7	24	1
55 to 64	15	44	11	6	18	7
65+	4	52	16	5	20	3
Curb ramps/ crosswalks						
16 to 24	12%	35%	35%	14%	5%	0%
25 to 34	2	47	28	16	7	0
35 to 44	5	41	28	16	10	0
45 to 54	7	50	19	16	7	1
55 to 64	15	46	16	11	7	6
65+	8	52	11	6	19	4

- The number of round trips per week has very little effect on the overall ratings of the various issues. Again, except for bike lanes/routes, all categories registered a good or fair grade. Please see Table 26 below.

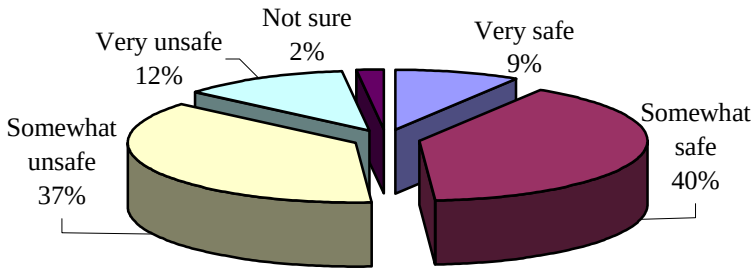
Table 26 – Ratings for Various Issues Surrounding South Avenue/Mormon Coulee Road by Number of Round Trips Per Week

Number of Round Trips Per Week	Excellent	Good	Fair	Poor	Don't Know	Refused/NA
Sidewalk conditions						
<Once per week	5%	41%	30%	5%	14%	4%
1 to 2	8	40	26	9	14	4
3 to 5	9	36	26	18	9	2
6 to 10	9	46	32	9	3	2
11 to 15	10	45	23	3	13	7
16 or more	4	48	33	7	7	0
Bike lanes/routes						
<Once per week	0%	16%	20%	39%	21%	4%
1 to 2	0	16	17	36	25	7
3 to 5	3	13	14	47	22	2
6 to 10	5	15	11	49	20	2
11 to 15	7	10	10	61	10	3
16 or more	0	19	11	56	15	0

Bike/pedestrian safety						
<Once per week	2%	21%	27%	39%	9%	2%
1 to 2	4	33	27	24	7	5
3 to 5	3	32	20	38	6	1
6 to 10	3	27	32	36	2	0
11 to 15	7	19	23	45	7	0
16 or more	0	26	26	48	0	0
Bus stops						
<Once per week	7%	48%	14%	4%	23%	4%
1 to 2	5	44	17	4	24	5
3 to 5	5	46	18	9	22	0
6 to 10	6	47	23	9	14	2
11 to 15	10	29	26	10	26	0
16 or more	4	52	22	15	7	0
Curb ramps/ crosswalks						
<Once per week	4%	52%	21%	7%	14%	2%
1 to 2	7	41	23	8	17	5
3 to 5	8	50	18	14	10	1
6 to 10	11	47	21	18	2	2
11 to 15	16	39	19	16	10	0
16 or more	4	52	30	11	4	0

- When collapsing the somewhat safe and very safe groups, respondents gave an overall safe rating 49%. Conversely, the combined categories of very unsafe and somewhat unsafe received an equal percentage of 49%. Please see Figure 25 below.

Figure 25 - Are Pedestrian and Bicycle X-ings on South Avenue/Mormon Coulee Road Safe?



- When examining methods of travel we again find an almost equal split between safe and unsafe. Bus/transit users considered the combined rating of very and somewhat safe for pedestrian/bicycle crossings as the safest (51%). Walkers and bikers considered crossings the most unsafe at 80% and 55% respectively. Driving, which consisted of the most respondents (n=370) was statistically even at 48% safe and 49% unsafe. Please see Table 27 below.

Table 27 – Are Pedestrian and Bicycle Crossings on South Avenue/Mormon Coulee Road Safe by Primary Method of Traveling Along South Avenue/Mormon Coulee Road

Method	(n)	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Not Sure
Drive	370	8%	40%	37%	12%	2%
Bike	9	11	33	33	22	0
Walk	5	0	20	40	40	0
Bus/Transit	13	15	46	39	0	0
Taxi	1	0	0	0	100	0
Other	1	0	100	0	0	0

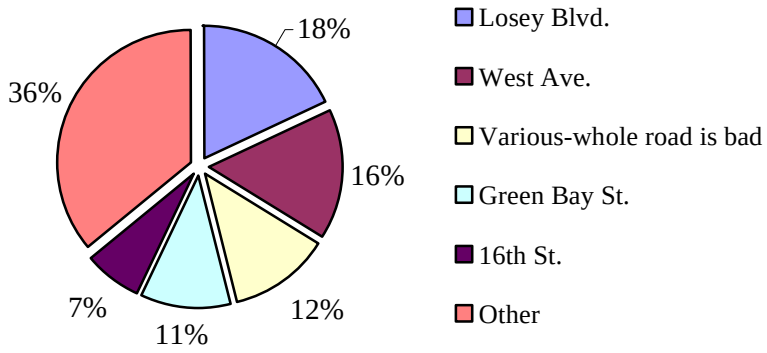
- Interestingly, members of the older age cohorts tend to consider pedestrian and bike crossings safer than their younger conterparts. For the other age groups, the difference between being safe or unsafe is statistically insignificant. Please see Table 28 below.

Table 28 – Are Pedestrian and Bicycle Crossings on South Avenue/Mormon Coulee Road Safe by Age

Age	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Not Sure
16 to 24	7%	44%	40%	9%	0%
25 to 34	7	39	40	14	0
35 to 44	7	41	40	10	2
45 to 54	7	31	42	18	2
55 to 64	11	41	35	13	0
65+	11	46	29	9	6

- Losey Boulevard and West Avenue are considered the intersections that are most problematic when pedestrian and bike safety is considered (18% and 16%, respectivley). Futhermore, 36% of respondents appear in the “other” category. This 36% is spread over 19 separate locations averaging less than 2% each. Please see Figure 26 below and Appendix VI for a complete listing of other responses.

Figure 26 - Specific Locations Respondents Feel are the Most Problematic for Safety Along South Avenue/Mormon Coulee Road



Conclusion

Overall, sample members of the US 14/61/WIS 35 corridor project reflect an excellent representation of the south La Crosse transportation catchment area. Gender and age breakdowns correspond to the latest census figures (2000) of the area. Also, respondents indicated that driving (over 90%) is their primary mode of transportation when traveling along South Avenue/Mormon Coulee Road and the plurality (44%) indicated they live greater than one mile from the corridor.

The majority of respondents were most concerned about safety and heavy truck congestion issues along the highway corridor. Additionally, noise and access roads both received high percentages as minor problems. Although these concerns exist, survey participants still made heavy usage of the highway for personal (49%) and work related (27%) traveling. Overall, females and younger drivers considered the highway corridor as more of a problem than their male and older counterparts. The number of drivers in the household did not make a difference when viewing safety issues. Respondents felt that numerous parts of the highway presented safety concerns with no one specific location receiving more than 16% of the responses.

Corridor usage was high with the majority using the road for a destination that is on the highway. Coupled with this most respondents use this road section six or more times per week with a large majority (76%) stating that traffic congestion has increased over the last five years. This is especially true for the La Crosse part of the corridor. Even though respondents have concerns regarding safety, noise and congestion, few of them said they often or sometimes take an alternative route (28%).

Speeding traffic, congestion and difficulty turning at intersections were viewed as minor problems for the sample with traffic traveling too slowly and the number of driveways, etc. considered as not a problem. A similar pattern is witnessed across age groups, respondents' location of employment, and distance residing from South Avenue/Mormon Coulee Road
In general, respondents felt the overall aesthetic quality of the corridor was good – especially street lighting – while on the other hand, amenities (benches, etc.) were considered poor. This same breakdown applies to the overall visual appearance of the road. Here again the large majority of respondents said the visual appearance is good.

The survey sample had mixed feelings about land development patterns along the corridor. Here, approximately one-third felt that land development had no effect, one-third a positive effect and one-third a negative effect. Respondents also felt that future development should be concentrated on commercial and/or mixed use. This preference is mirrored when examining both age and distance from the corridor.

Pedestrian traffic, bus use and biking are considered the most important alternative means of transportation by all indicators. Although selected as the best alternatives to driving, respondents felt that these substitutes were in either fair or poor condition (sidewalks, amenities, etc).

In general, it can be surmised that area residents feel that the US 14/61/WIS 35 corridor is a vital and vibrant highway that although beneficial to their traveling needs, has several problems. Heavily used, the highway is seen as having safety problems with intersections (especially Losey Boulevard). Heavy truck congestion and noise levels were also noted as major problem areas. Future development should be centered on commercial and/or mixed use and improvements need to be made to the highway structure so alternative modes of transportation can be safely used.